Data and Privacy File Guides

Apple Media Services: Apple Music Web Player Click Activity

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File name

Apple Music Web Player Click Activity.csv

File description

This file contains information related to the user's interaction data from the Apple Music Web Player.

Why Apple keeps this information

Apple retains this information in order to understand engagement with Web Players, behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Details	The specific item on which the user action was taken
Action Type	The type of user action taken
Action URL	Internet address associated with the link on which the user took action
App Name	The App from which the user action was taken
App Version	Internet address associated with the link on which the user took action
Apple Internal ID	Apple account identifying number
Available Subscriptions	The type of Apple Music subscriptions (e.g., Individual, Carrier, or Family)
Dialog ID	The specific item on which the user action was taken
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	Whether the dialog has returned a successful value (success), the user clicked "cancel" (failure), or there otherwise is no definitive result (unknown)
Event Date Time	Date and time on which the activity occurred
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Type	The type of action taken by the user (e.g., click, search, enter, exit, etc.)
Host App	The app from which the Apple Media Property functionality was used
Host App Version	The version of the App that hosted the Action Context
Impressed Content Names	A list of content items that were shown to the user

Field Name	Details
Impressions	Representation of the content elements viewable at the time of the click, as applicable to the specific click event
IP Bandwidth	Estimated bandwidth of device network connection from which the user action was taken
IP City	The city from which the action occurred, as determined by the user's IP address
IP Company	The company from which the IP address was issued
IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude from which the event occurred, as determined from the user's IP address
IP Network	The network from which the action occurred, as determined by the user's IP address
IP Network type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the action occurred, as determined from the user's IP address
IP Time Zone	The timezone from which the action was taken, as determined by IP address
Is Signed In	User has been authenticated
Media Play Position MS	Position within the played media when this action began, in milliseconds
Page Details	Additional information related to the page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	A unique identifier for the page banner
Page Type	Describes the type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed
Parent Page URL	The internet address for the page on which an Apple widget (Apple Music controls) was embedded
Referral App Name	Name of the referring application that caused the active application to launch

Field Name	Details
Referral URL	The internet address of the store page that caused another store page to load
Screen Height Pixel	Device screen height, in pixels
Screen Width Pixel	Device screen width, in pixels
Search Term	The term used to generate the search results
Target ID	Identifier for the item searched or clicked by the user
Timezone Offset Min	The difference, in minutes, between GMT (UTC) and the timezone from which the user action was taken.
Type	An event specific to opening or closing the application
UI Experiment Data	Whether the user's device is part of an analytics testing pool
URI	The internet address of the link with which the user interacted
User Actions	Actions the user took while interacting with a dialog
User Agent	Information related to the device from which the user action was taken
User Subscription Status	The user's subscription status, when applicable
Window Inner Height Pixel	App viewport height, in pixels
Window Inner Width Pixel	App viewport width, in pixels
Window Orientation	The orientation angle of the user's device
Window Outer Height Pixel	Height of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels
Window Outer Width Pixel	Width of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels